

## **Maternal Health lullabies featured in case study on Arts & Culture for Net Zero Resilience**

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# UKRI GCRF Life-Saving Lullabies

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Whenever humanity seems condemned to heaviness, I think I should fly like Perseus into a different space. I don't mean escaping into dreams or into the irrational. **I mean that I have to change my approach, look at the world from a different perspective, with a different logic and with fresh methods of cognition and verification.**

Calvino 1988

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1 November 2021



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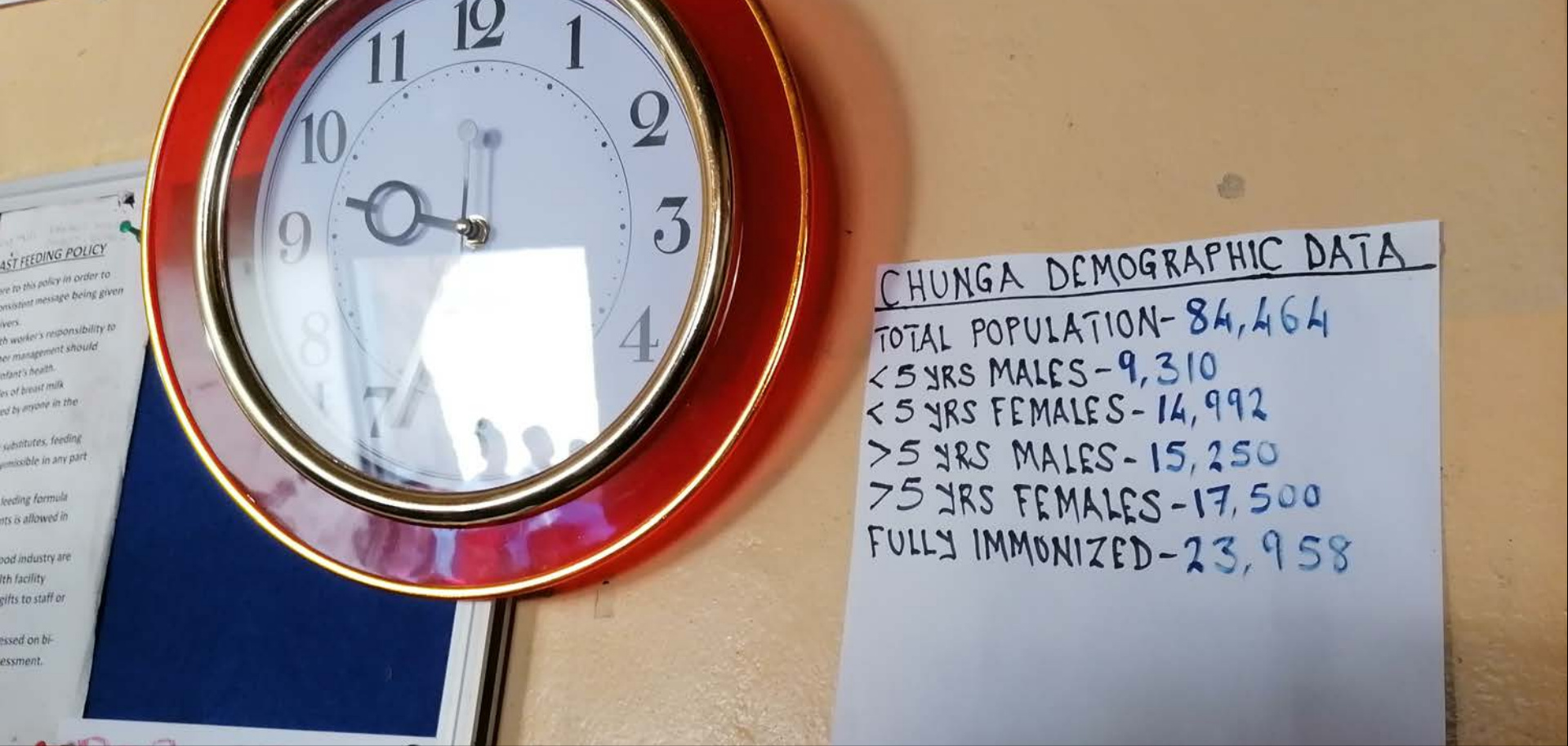
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# UKRI GCRF Life-Saving Lullabies

Angela's story





CHUNGA DEMOGRAPHIC DATA

TOTAL POPULATION- 84,464  
< 5 YRS MALES- 9,310  
< 5 YRS FEMALES- 14,992  
> 5 YRS MALES- 15,250  
> 5 YRS FEMALES- 17,500  
FULLY IMMUNIZED- 23,958

- **Research question: What is the potential for educational lullabies to become a responsive 'zero-cost' maternal child health invention in Zambia?**

# LSL team



**Morrice Muteba**  
CEO/ National Co-ordinator  
St John Zambia



**Davies Katongo**  
Project Co-ordinator  
St John Zambia



**Danny Kabukabu**  
Community Mobilizer  
St John Zambia



**Caroline Chibesa**  
Research Assistant  
St John Zambia



**Rhoda Dubani**  
Research Assistant  
St John Zambia



**Tony Kawimbe**  
Executive Producer  
Ufulu Studios



**Chloe George**  
Creative Director  
Ufulu Studios



**Dr Jim Reid**  
Co-Investigator  
University of Huddersfield



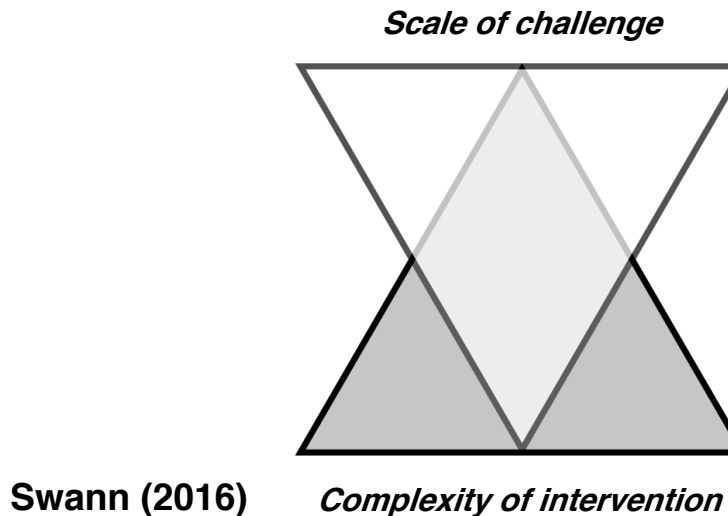
**Prof. David Swann**  
Principal-Investigator  
Sheffield Hallam University



**Prof. Barry Doyle**  
Co-Investigator  
University of Huddersfield

# Strategy: frugal thinking supports legacy building

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- 15-25% mortality rate at a maternity clinic in Kayosha
- **Providing every mother with a pregnancy leaflet was found to be an economic challenge**
- Faced with two competing hypotheses, we are likely to choose the most complex one. As a result, when we need to solve a problem, **we may ignore simple solutions** — thinking “that will never work” — and instead favour complex ones.

# Positive impact of Covid 19



- LSL project commenced at the outbreak of the Covid-19 pandemic in the UK
- **Volunteers produced two coronavirus songs to raise awareness prior to any officially recorded cases in Zambia**
- UK team adopted a *project intimacy without proximity* approach to decarbonise the study design
- St John Zambia led the fieldwork, creative workshops and two-centre pilot supported by distance mentorship
- Recalibrated our dissemination strategy; pivoting towards film and the addition of a new local partner- Ufulu Films



# Lessons learnt

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- **Rediscovery, application and acceptance of a cultural heritage tool to address local/ global challenges**
- Lightness empowers non-professionals to care and to respond to the urgent needs of their communities; songs written, produced and performed by women, for women
- Frugal interventions developed with the ethic of care can be a disruptive force for good as they consider a nexus of needs: planet, people and culture.

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1 November 2021

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Zambia

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HUDDERSFIELD  
Inspiring global professionals

2010  
2012